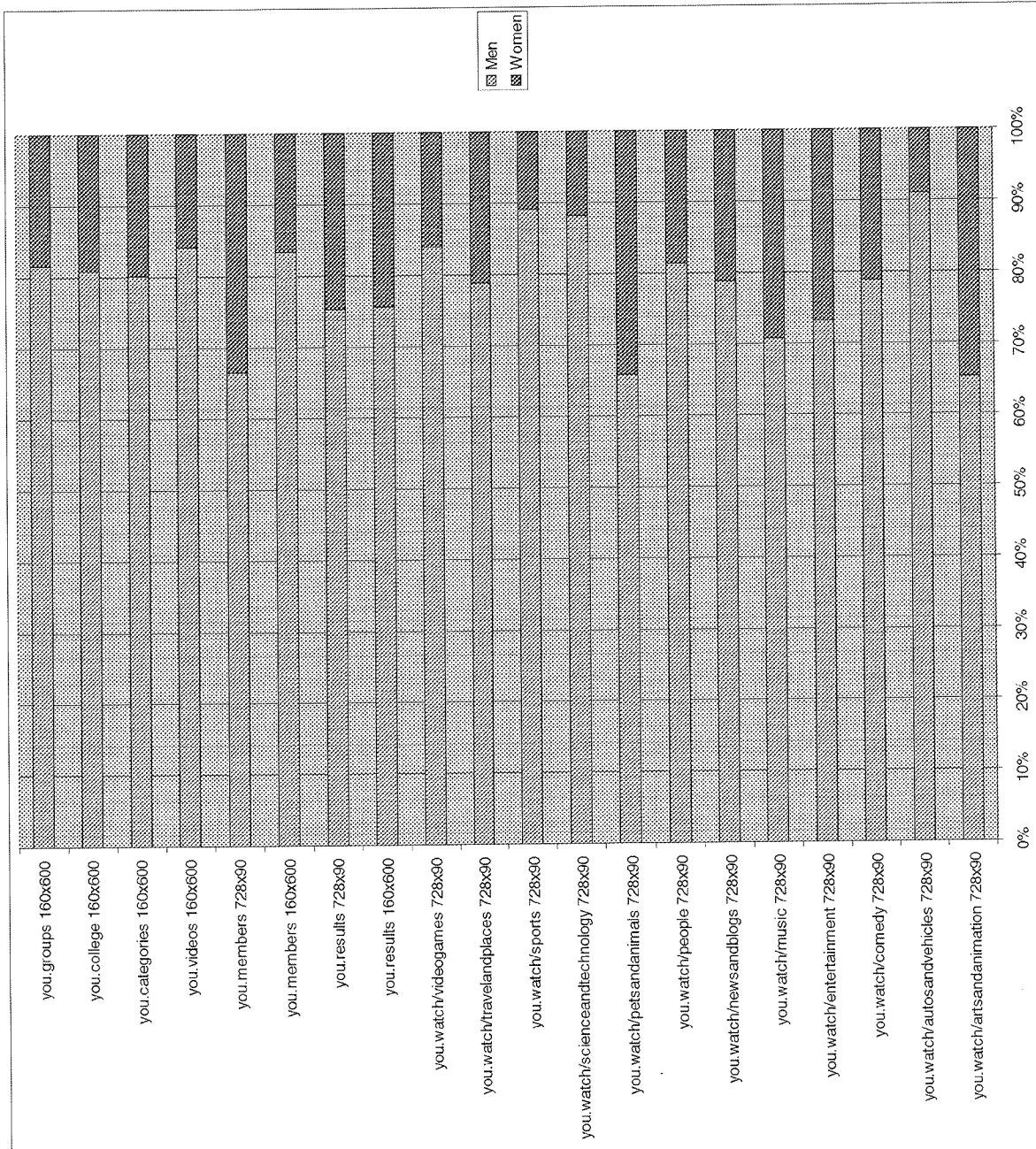


By Channel, by Gender (%)

September 2006



Source: DoubleClick 2006

September 2006

Ad Impressions – By Day of Week, entire site

* Note these impressions are US only across the entire site, and represent a running average.

Day	Totals US	Percentage of weekly traffic(%)
Sunday	137 M	16%
Monday	115 M	13%
Tuesday	122 M	14%
Wednesday	122 M	14%
Thursday	112 M	13%
Friday	124 M	14%
Saturday	129 M	15%

Numbers show higher usage on the weekends

Source: DoubleClick 2006

Homepage Ad Impressions – By Day of Week

September 2006

* Note these impressions are US only, and represent a running average.

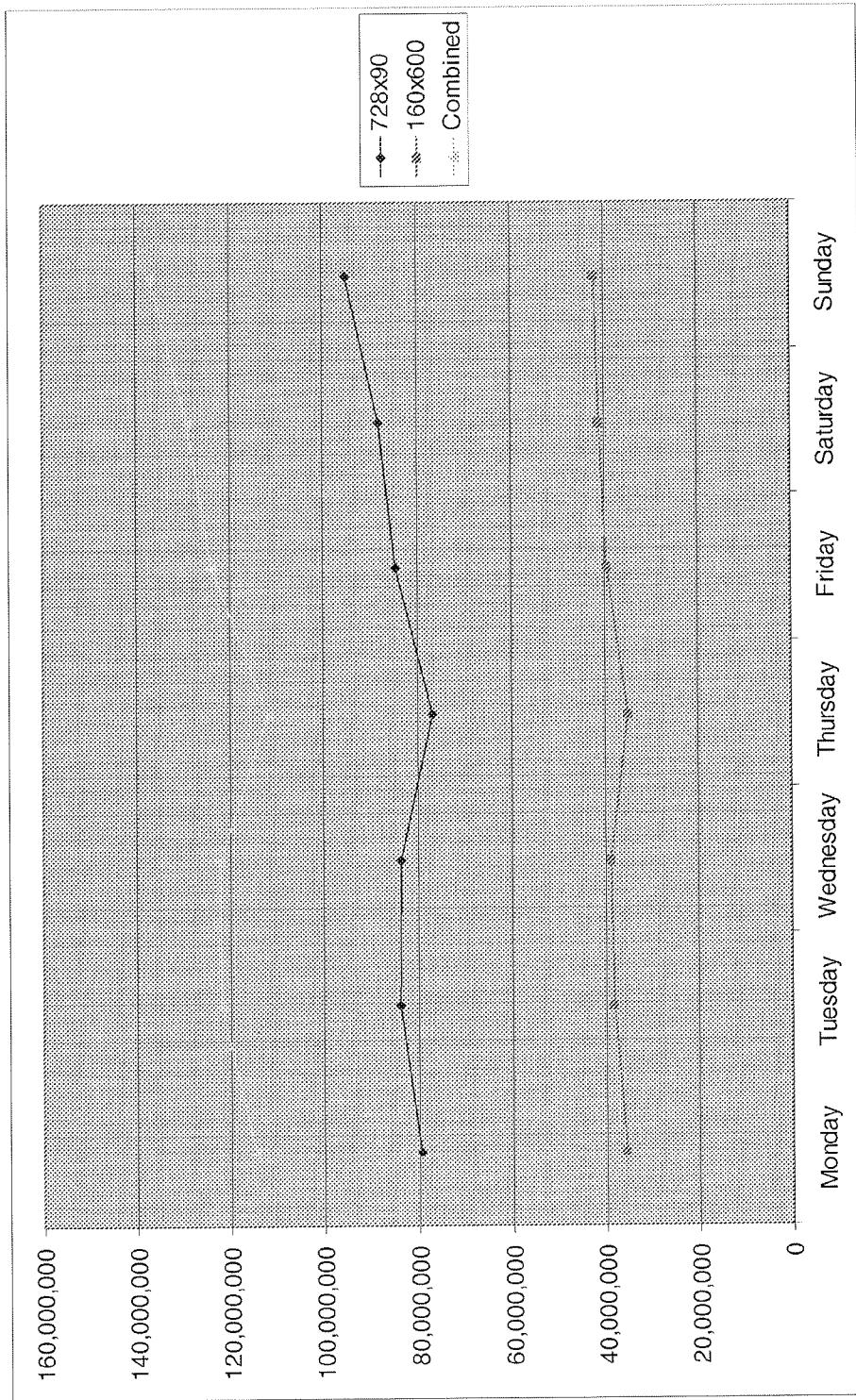
Day	Totals US
Sunday	7 M
Monday	6.5 M
Tuesday	6.3 M
Wednesday	6.8 M
Thursday	6.6 M
Friday	7.2 M
Saturday	7 M

Source: DoubleClick 2006

Friday is the highest, followed by the weekend (Sat & Sun)

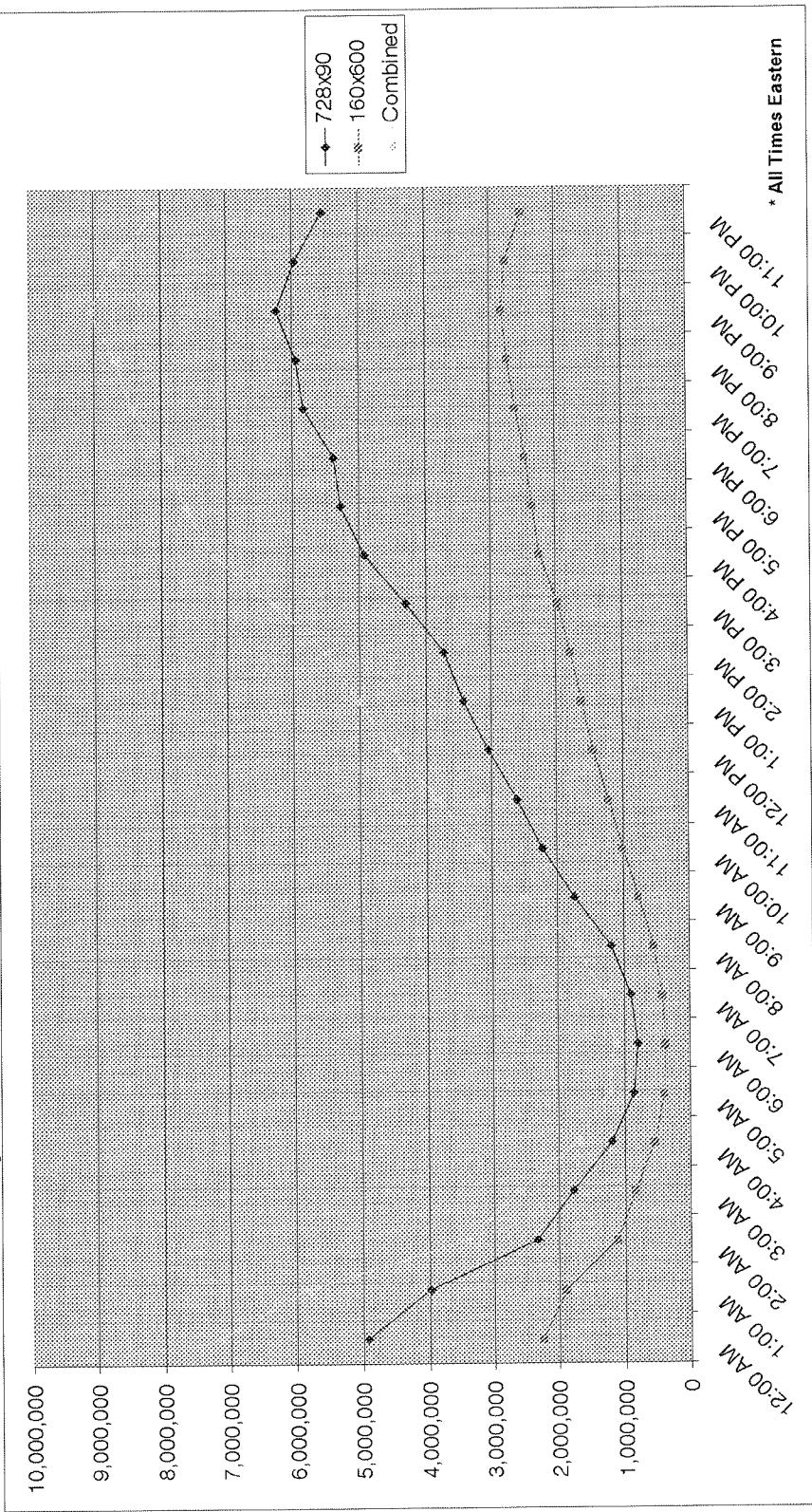
Ad Impressions – By Day of Week, By Ad Size

* Note these impressions are Worldwide across the entire site, and represent a running average.



Source: DoubleClick 2006

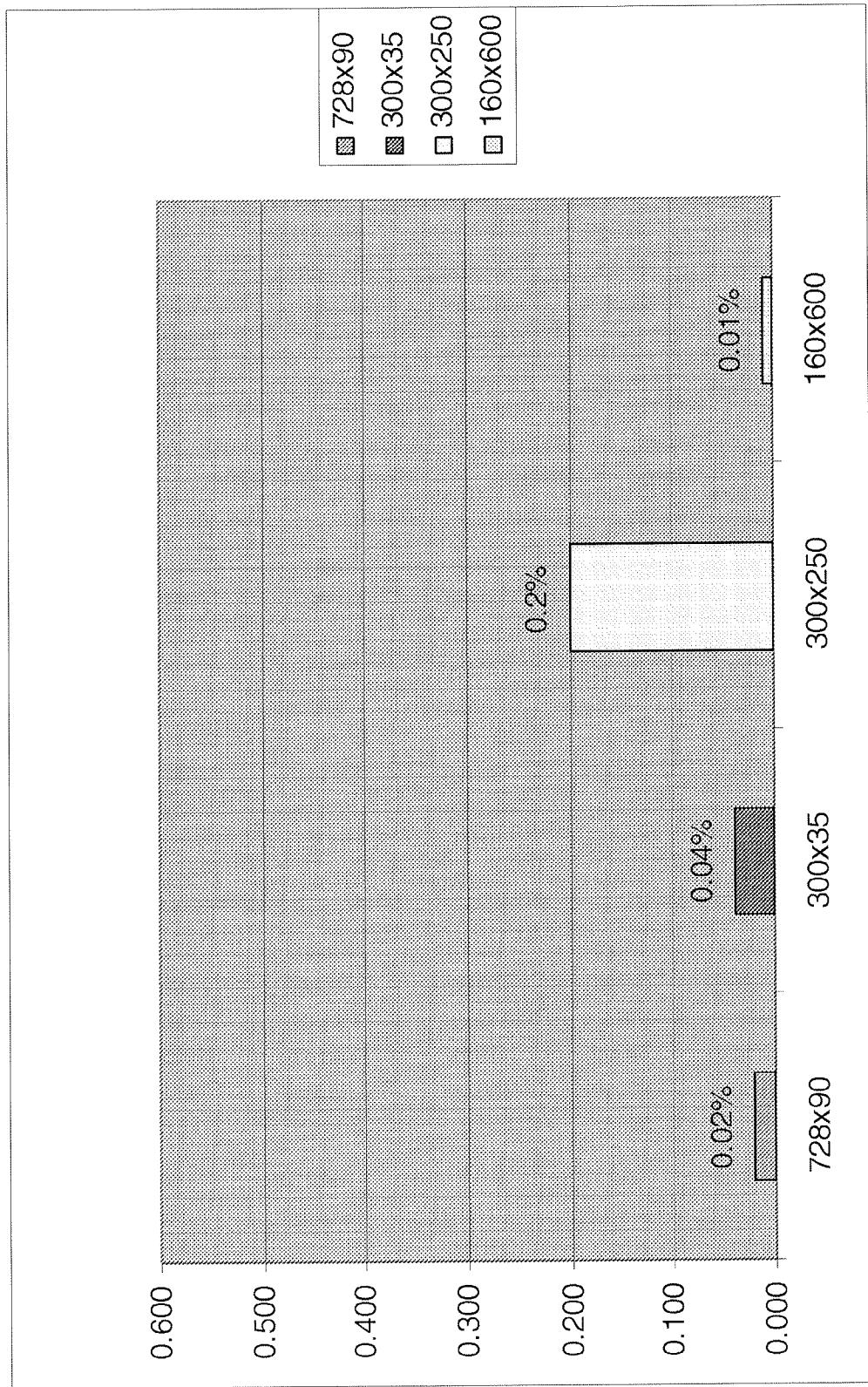
Ad Impressions –By Time of Day, By Ad Size



Impressions peak at around 7pm pst / 10 pm est

Source: DoubleClick 2006

Ad Impressions – Unit Performance Click Thru (CTR)



Source: DoubleClick 2006

Targeting FAQ's

September 2006

Percentage Target-able Impressions By Demo Monthly (US Only)

Unit	Untargeted	Target-able	Percentage Target-able	Total Monthly Impressions
160x600	588 M	491 M	46%	1.08 B
728x90	1.3 B	1.1 B	47%	2.4 B

- In September 7% of Sold Impressions were Demo Targeted
- Accounted for 9% of Revenue
- CPM were on average 118% higher

October 2006

eCPM

eCPM

YTD 2006

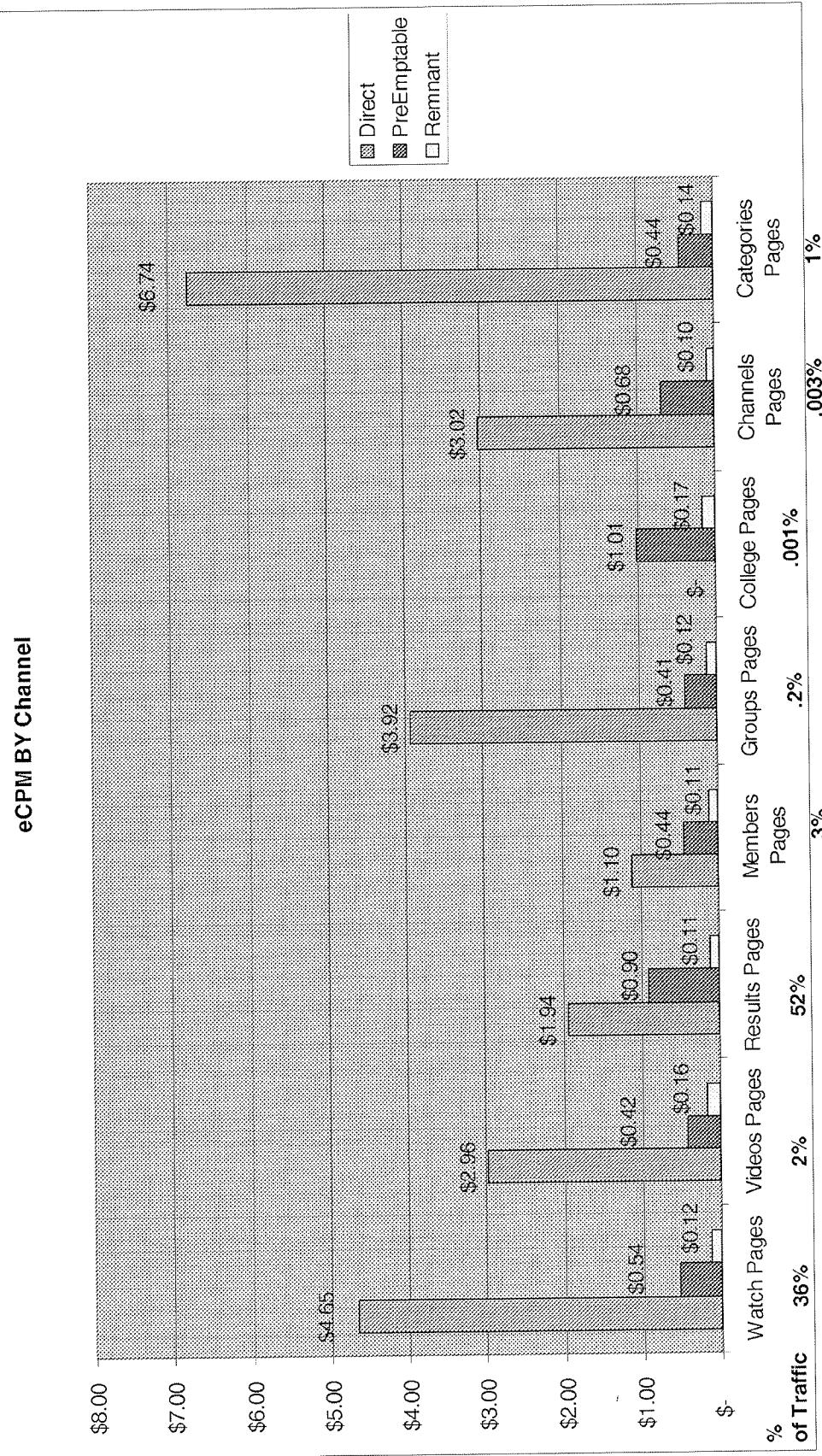
YTD 2006 (US ONLY)	eCPM	HIGH CPM	Detail	% of Traffic
ALL Standard Ad Sizes (US)	\$3.41	\$15	Believe in It Baby (Targeted to Search Results)	
Watch pages (US)	\$5.10	\$12.57	2KSports (Age, Gender, Clean Targets)	36%
Videos (US)	\$1.73	\$10.00	Lee Daniels Entertainment (728x90)	2%
Groups (US)	\$0.75	\$10.00	Lee Daniels Entertainment (728x90)	22%
Search Results (US)	\$2.19	\$15	Targeted to Search Results (fanatics, fan, sports, starter, football)	52%
PVA (US)	\$7.68	\$15.40	100k Ditty Campaign	5%

Standard IAB Units eCPM YTD is \$3.41

Source: DoubleClick 2006

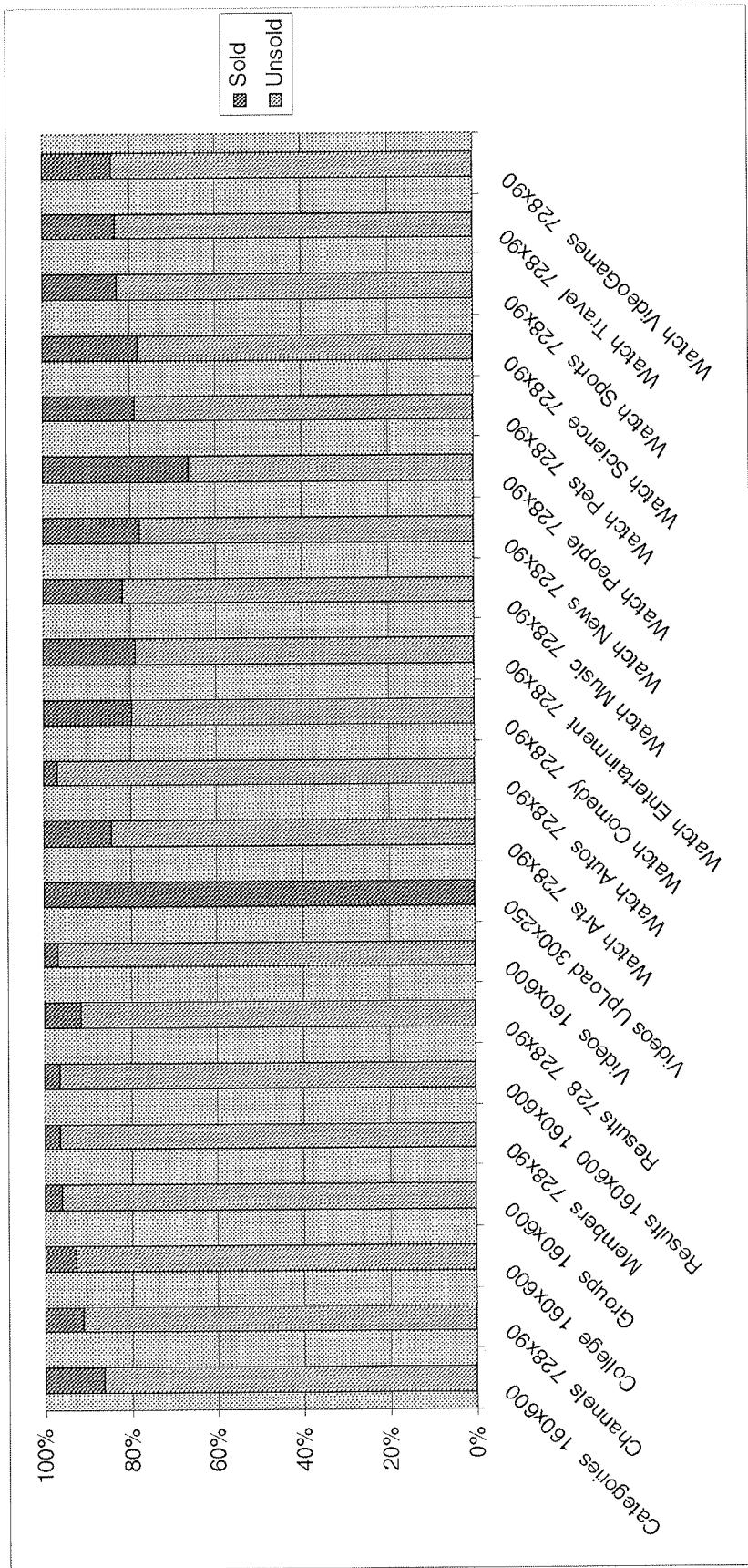
Channels - eCPM

September 2006



Channels – Sell Thru %

September 2006



* Premium inventory only – no remnant